AMENDMENTS to the CLAIMS

1-138.   (CANCELED)

139.   (ORIGINAL) A system for conducting a promotion, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

generate an outcome;

generate an unlock code associated with said outcome;

provide an indication of said outcome;

provide an indication of said unlock code; and

provide an indication of a benefit associated with said outcome.

140.   (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:

computer readable means for producing an outcome;

computer readable means for producing a reveal code associated with said outcome;

computer readable means for sending an indication of said outcome;

computer readable means for sending an indication of said reveal code; and

computer readable means for sending an indication of a benefit associated with said outcome.

141.   (ORIGINAL) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

generate an outcome;

generate an unlock code associated with said outcome;

provide an indication of said outcome;

provide an indication of said unlock code; and

provide an indication of a benefit associated with said outcome.

142.   (ORIGINAL) An apparatus for conducting a promotion, comprising:

means for producing an outcome;

means for producing a reveal code associated with said outcome;

means for sending an indication of said outcome;

means for sending an indication of said reveal code; and

means for sending an indication of a benefit associated with said outcome.

143.　(ORIGINAL) A system for conducting a promotion, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

provide data representative of an outcome, said outcome associated with at least one unlock code;

provide data representative of said at least one unlock code;

receive data representative of a redemption request associated with said outcome; and

provide data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

144.　(ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:

computer readable means for transmitting data representative of an outcome, said outcome associated with at least one reveal code;

computer readable means for transmitting data representative of said at least one reveal code;

computer readable means for obtaining data representative of a redemption request associated with said outcome; and

computer readable means for transmitting data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

145.   (ORIGINAL) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

provide data representative of an outcome, said outcome associated with at least one unlock code;

provide data representative of said at least one unlock code;

receive data representative of a redemption request associated with said outcome; and

provide data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

146.   (ORIGINAL) An apparatus for conducting a promotion, comprising:

means for transmitting data representative of an outcome, said outcome associated with at least one reveal code;

means for transmitting data representative of said at least one reveal code;

means for obtaining data representative of a redemption request associated with said outcome; and

means for transmitting data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

147.   (ORIGINAL) A system for conducting a promotion, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive an indication of an unlock code associated with at least one outcome;

associate a qualifying action with said unlock code;

provide an indication of said qualifying action; and

provide an indication of said unlock code upon a completion of said qualifying action.

148.   (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:

computer readable means for obtaining an indication of an unlock code associated with at least one outcome;

computer readable means for establishing a qualifying action for said unlock code;

computer readable means for sending an indication of said qualifying action; and

computer readable means for sending an indication of said unlock code upon a completion of said qualifying action.

149. (ORIGINAL) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive an indication of an unlock code associated with at least one outcome;

associate a qualifying action with said unlock code;

provide an indication of said qualifying action; and

provide an indication of said unlock code upon a completion of said qualifying action.

150. (ORIGINAL) An apparatus for conducting a promotion, comprising:

means for obtaining an indication of an unlock code associated with at least one outcome;

means for establishing a qualifying action for said unlock code;

means for sending an indication of said qualifying action; and

means for sending an indication of said unlock code upon a completion of said qualifying action.

151. (ORIGINAL) A system for conducting a promotion, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive an indication of an outcome associated with at least one unlock code;

associate a qualifying action with said outcome;

provide an indication of said qualifying action; and

provide an indication of said outcome upon a completion of said qualifying action.

152. (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:

computer readable means for obtaining an indication of an outcome associated with at least one unlock code;

computer readable means for establishing a qualifying action for said outcome;

computer readable means for sending an indication of said qualifying action; and

computer readable means for sending an indication of said outcome upon a completion of said qualifying action.

153.   (ORIGINAL) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive an indication of an outcome associated with at least one unlock code;

associate a qualifying action with said outcome;

provide an indication of said qualifying action; and

provide an indication of said outcome upon a completion of said qualifying action.

154. ˙(ORIGINAL) An apparatus for conducting a promotion, comprising:

means for obtaining an indication of an outcome associated with at least one unlock code;

means for establishing a qualifying action for said outcome;

means for sending an indication of said qualifying action;

means for sending an indication of said outcome upon a completion of said qualifying action.

155. (ORIGINAL) A system for conducting a promotion, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive an indication of an outcome;

receive an indication of a qualifying action associated with an unlock code that can unlock said outcome;

receive said unlock code;

unlock said outcome; and

receive an indication of a benefit associated with said outcome.

156. (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:

computer readable means for obtaining an indication of an outcome;

computer readable means for obtaining an indication of a qualifying action associated with an unlock code that can unlock said outcome;

computer readable means for obtaining said unlock code;

computer readable means for revealing said outcome; and

computer readable means for obtaining an indication of a benefit associated with said outcome.

157.   (ORIGINAL) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive an indication of an outcome;

receive an indication of a qualifying action associated with an unlock code that can unlock said outcome;

receive said unlock code;

unlock said outcome; and

receive an indication of a benefit associated with said outcome.

158.   (ORIGINAL) An apparatus for conducting a promotion, comprising:

means for obtaining an indication of an outcome;

means for obtaining an indication of a qualifying action associated with an unlock code that can unlock said outcome;

means for obtaining said unlock code;

means for revealing said outcome; and

means for receiving an indication of a benefit associated with said outcome.

159. (ORIGINAL) A system for conducting a promotion, comprising:

a memory;

a communication port; and

a processor connected to said memory and said communication port, said processor being operative to:

receive an indication of an unlock code;

receive an indication of a qualifying action associated with an outcome that can be unlocked by said unlock code;

receive said outcome;

unlock said outcome; and

receive an indication of a benefit associated with said outcome.

160. (ORIGINAL) A computer readable medium for use in a promotion system, the computer readable medium storing a computer program comprising:

computer readable means for obtaining an indication of an unlock code;

computer readable means for obtaining an indication of a qualifying action associated with an outcome that can be unlocked by said unlock code;

computer readable means for obtaining said outcome;

computer readable means for revealing said outcome; and

computer readable means for obtaining an indication of a benefit associated with said outcome.

161.   (ORIGINAL) An article of manufacture, comprising:

a computer usable medium having a computer readable program means embodied therein for operating an information system, the computer readable program means in said article of manufacture operable to:

receive an indication of an unlock code;

receive an indication of a qualifying action associated with an outcome that can be unlocked by said unlock code;

receive said outcome;

unlock said outcome; and

receive an indication of a benefit associated with said outcome.

162.   (ORIGINAL) An apparatus for conducting a promotion, comprising:

means for obtaining an indication of an unlock code;

means for obtaining an indication of a qualifying action associated with an outcome that can be unlocked by said unlock code;

means for obtaining said outcome;

means for revealing said outcome; and

means for obtaining an indication of a benefit associated with said outcome.

163.   (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

generating an outcome;

generating an unlock code capable of unlocking said outcome;

providing an indication of said outcome;

providing an indication of said unlock code; and

providing an indication of a benefit associated with said outcome.

164.   (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

receiving a redemption request associated with said outcome.

165.   (NEW) The system of claim 164, wherein said redemption request is received from at least one of the following:

a user, and

an intermediary.

166.   (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

associating a qualifying action with said unlock code.

167.   (NEW) The system of claim 166, in which the instructions are further configured to direct the processor to perform a step of:

associating an expiration date with said qualifying action.

168.   (NEW) The system of claim 166, in which the instructions are further configured to direct the processor to perform a step of:

providing an indication of said qualifying action.

169.   (NEW) The system of claim 166, in which the instructions are further configured to direct the processor to perform a step of:

verifying a completion of said qualifying action.

170.   (NEW) The system of claim 166, in which the instructions are further configured to direct the processor to perform a step of:

receiving an indication of a completion of said qualifying action.

171.   (NEW) The system of claim 166, wherein said providing an indication of a benefit associated with said outcome is completed only after said qualifying action is completed.

172.   (NEW) The system of claim 166, wherein said unlock code can be provided to a user only after said user has completed said qualifying action.

173.   (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

associating a qualifying action with said benefit.

174. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

associating a qualifying action with said outcome.

175. (NEW) The system of claim 174, in which the instructions are further configured to direct the processor to perform a step of:

associating an expiration date with said qualifying action.

176. (NEW) The system of claim 174, in which the instructions are further configured to direct the processor to perform a step of:

invalidating said qualifying action.

177. (NEW) The system of claim 174, in which the instructions are further configured to direct the processor to perform a step of:

providing an indication of said qualifying action.

178. (NEW) The system of claim 174, in which the instructions are further configured to direct the processor to perform a step of:

verifying a completion of said qualifying action.

179. (NEW) The system of claim 174, in which the instructions are further configured to direct the processor to perform a step of:

receiving an indication of a completion of said qualifying action.

180. (NEW) The system of claim 174, wherein said providing an indication of a benefit associated with said outcome is completed only after said qualifying action is completed.

181. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

receiving an indication of a completion of a qualifying action associated with said unlock code; and

receiving an indication of a completion of a qualifying action associated with said outcome.

182. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

verifying a completion of a qualifying action associated with said unlock code; and

verifying a completion of a qualifying action associated with said outcome.

183. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

determining at least one intermediary device in communication with the processor to which to provide said indication of said unlock code; and

determining at least one intermediary device in communication with the processor to which to provide said indication of said outcome.

184. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

determining at least one intermediary to which to provide said indication of said unlock code; and

determining at least one intermediary to which to provide said indication of said outcome.

185. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

determining at least one user to whom to provide said indication of said outcome; and

determining at least one user to whom to provide said indication of said unlock code.

186. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

determining at least one user device in communication with the processor to which to provide said indication of said outcome; and

determining at least one user device in communication with the processor to which to provide said indication of said unlock code.

187. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

determining how many outcomes to provide to a user; and

determining how many unlock codes to provide to a user.

188. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

determining how many outcomes to provide to a user device in communication with the processor; and

determining how many unlock codes to provide to a user device in communication with the processor.

189. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

determining how many outcomes to provide to an intermediary; and

determining how many unlock codes to provide to an intermediary.

190. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

determining how many outcomes to provide to an intermediary device in communication with the processor; and

determining how many unlock codes to provide to an intermediary device in communication with the processor.

191. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

receiving an indication of a behavior of a recipient of said indication of said outcome;

characterizing a behavior of a recipient of said indication of said outcome; and

comparing a behavior of a recipient of said indication of said outcome to a qualifying action indicated to said recipient.

192. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

determining an expected value of said outcome; and

determining a frequency distribution associated with said outcome.

193. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

providing an indication of an expected value of said outcome; and

providing an indication of a frequency distribution associated with said outcome.

194. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

receiving an indication of an unlocking of said outcome; and

receiving an indication of a selection of said outcome for unlocking.

195.   (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

associating said outcome with a benefit.

196.   (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

providing information associated with said outcome;

determining a condition for display of information associated with said outcome; and

providing an indication of an expected value of said outcome.

197.   (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:

receiving payment for said indication of said unlock code; and

receiving payment for said indication of said outcome.

198.   (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

verifying a proper unlocking of said outcome.

199.   (NEW) The system of claim 163, further wherein said outcome is associated with at least one of a symbol, value, identifier, benefit or prize.

200.   (NEW) The system of claim 163, wherein said outcome is locked.

201. (NEW) The system of claim 163, wherein said outcome can only be unlocked by said unlock code.

202. (NEW) The system of claim 163, wherein said outcome can only be unlocked by said unlock code for a predetermined period of time.

203. (NEW) The system of claim 163, wherein said outcome can be unlocked by only one unlock code.

204. (NEW) The system of claim 163, wherein said outcome can be unlocked by at least two unlock codes.

205. (NEW) The system of claim 163, wherein said unlock code can unlock only one outcome.

206. (NEW) The system of claim 163, wherein said unlock code can unlock at least two outcomes.

207. (NEW) The system of claim 206, wherein after being used to unlock a first outcome, said unlock code cannot be used to unlock any more outcomes.

208. (NEW) The system of claim 163, wherein said unlock code is reusable.

209. (NEW) The system of claim 163, wherein said providing said indication of said outcome comprises:

providing said indication of said outcome to at least one user.

210. (NEW) The system of claim 163, wherein said providing said indication of said outcome comprises:

providing said indication of said outcome to at least one user device in communication with the processor.

211. (NEW) The system of claim 163, wherein said providing said indication of said outcome comprises:

providing said indication of said outcome to at least one intermediary.

212. (NEW) The system of claim 163, wherein said providing said indication of said outcome comprises:

providing said indication of said outcome to at least one intermediary device in communication with the processor.

213. (NEW) The system of claim 163, wherein said providing said indication of said unlock code comprises:

providing said indication of said unlock code to at least one intermediary.

214. (NEW) The system of claim 163, wherein said providing said indication of said unlock code comprises:

providing said indication of said unlock code to at least one intermediary device in communication with the processor.

215. (NEW) The system of claim 163, wherein said providing said indication of said unlock code comprises:

providing said indication of said unlock code to at least one user.

216. (NEW) The system of claim 163, wherein said providing said indication of said unlock code comprises:

providing said indication of said unlock code to at least one user device in communication with the processor.

217. (NEW) The system of claim 163, wherein said outcome has an associated expiration date.

218. (NEW) The system of claim 163, wherein said unlock code has an associated expiration date.

219. (NEW) The system of claim 163, wherein said benefit has an associated expiration date.

220. (NEW) The system of claim 163, wherein providing said indication of said outcome includes providing said indication of said outcome to a plurality of users.

221. (NEW) The system of claim 220, wherein said benefit varies in relation to how many of said plurality of users unlock said outcome.

222. (NEW) The system of claim 220, wherein said benefit varies in relation to how many of said plurality of users provide a redemption request associated with said outcome.

223. (NEW) The system of claim 220, wherein said benefit varies in relation to how many of said plurality of users complete a qualifying action associated with said outcome.

224. (NEW) The system of claim 220, wherein said benefit varies in relation to how many of said plurality of users complete a qualifying action associated with said unlock code.

225. (NEW) The system of claim 163, wherein providing said indication of said unlock code includes providing said indication of said unlock code to a plurality of users.

226. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform at least one of the following:
    associating biometric information with said outcome;
    associating biometric information with said unlock code; and
    associating biometric information with said benefit.

227. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:
    associating said unlock code with a user device in communication with the processor.

228. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

associating said outcome with a user device in communication with the processor.

229. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

receiving biometric information associated with a user.

230. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

determining a user device identifier.

231. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

associating said outcome with a user device identifier.

232. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

associating said unlock code with a user device identifier.

233. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

associating said benefit with a user device identifier.

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241.   (NEW) The system of claim 163, wherein said generating an outcome includes receiving an indication of a designated outcome to use.

242.   (NEW) The system of claim 163, wherein said generating an unlock code includes selecting an unlock code from a plurality of predetermined unlock codes.

243.   (NEW) The system of claim 163, wherein said generating an unlock code includes identifying a predetermined unlock code.

244.   (NEW) The system of claim 163, wherein said generating an unlock code includes receiving an indication of a designated unlock code to use.

245.   (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:
        invalidating said outcome.

246.   (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:
        invalidating said unlock code.

247.   (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:
        invalidating said benefit.

234. (NEW) The system of claim 163, in which the instructions are further configured to direct the processor to perform a step of:

receiving a user identifier.

235. (NEW) The system of claim 163, wherein said providing an indication of a benefit associated with said outcome occurs before said providing an indication of said unlock code.

236. (NEW) The system of claim 163, wherein said providing said indication of a benefit associated with said outcome occurs before said providing said indication of said unlock code.

237. (NEW) The system of claim 163, wherein said providing said indication of a benefit associated with said outcome occurs before said generating an outcome.

238. (NEW) The system of claim 163, wherein said providing said indication of a benefit associated with said outcome occurs before said generating an unlock code.

239. (NEW) The system of claim 163, wherein said generating an outcome includes selecting an outcome from a plurality of predetermined outcomes.

240. (NEW) The system of claim 163, wherein said generating an outcome includes identifying a predetermined outcome.

248. (NEW) The system of claim 163,

further comprising an intermediary device in communication with the processor, and

in which the redemption request is received from the intermediary device.

249. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

providing data representative of an outcome, said outcome associated with at least one unlock code;

providing data representative of said at least one unlock code;

receiving data representative of a redemption request associated with said outcome; and

providing data representative of a benefit associated with said outcome upon receiving said data representative of said redemption request.

250. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

determining at least one outcome;

determining at least one unlock code for at least one of said at least one outcome;

sending at least one indication of one of said at least one outcome;

sending an at least one indication of one of said at least one unlock code;

receiving a redemption request associated with at least one of said at least one outcome; and

sending at least one indication of at least one benefit associated with at least one of said at least one outcome.

251. (NEW) The system of claim 250, wherein said unlock code has an associated qualifying action.

252. (NEW) The system of claim 250, wherein said outcome has an associated qualifying action.

253.   (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing   .
instructions configured to direct the processor to perform steps of:

providing an indication of a promotion outcome to a user and an indication
of an unlock code associated with said promotion outcome to an intermediary;

receiving a redemption request associated with said promotion outcome; and

providing an indication of a benefit associated with said promotion outcome.

254.   (NEW) The system of claim 253, in which the instructions are further
configured to direct the processor to perform a step of:

identifying said promotion outcome.

255.   (NEW) The system of claim 254, in which the instructions are further
configured to direct the processor to perform a step of:

identifying said unlock code associated with said promotion outcome.

256.   (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing
instructions configured to direct the processor to perform steps of:

providing an indication of a promotion outcome to an intermediary and an
indication of an unlock code associated with said promotion outcome to a user;

receiving a redemption request associated with said promotion outcome; and

providing an indication of a benefit associated with said promotion outcome.

257. (NEW) The system of claim 256, in which the instructions are further configured to direct the processor to perform a step of:

identifying said promotion outcome.

258. (NEW) The system of claim 257, in which the instructions are further configured to direct the processor to perform a step of:

identifying said unlock code associated with said promotion outcome.

259. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

receiving an indication of an unlock code associated with at least one outcome;

associating a qualifying action with said unlock code;

providing an indication of said qualifying action; and

providing an indication of said unlock code upon a completion of said qualifying action.

260. (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform at least one of the following:

receiving an indication of a completion of said qualifying action; and

verifying a completion of said qualifying action.

261. (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform at least one of the following:

determining at least one user to whom to provide an indication of said qualifying action; and

determining at least one user device to which to provide an indication of said unlock code.

262. (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform a step of:

determining how many unlock codes to provide to a user.

263. (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform at least one of the following:

receiving an indication of a behavior of a recipient of said indication of said qualifying action;

characterizing a behavior of a recipient of said indication of said qualifying action; and

comparing a behavior of a recipient of said indication of said qualifying action to said qualifying action.

264. (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform at least one of the following:

assigning an identifier to said unlock code; and

recording a user associated with said indication of said qualifying action.

265.   (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform at least one of the following:

receiving an indication that an outcome has been unlocked; and

receiving an indication of a selection of an outcome for unlocking.

266.   (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform at least one of the following:

providing associated information with said unlock code;

providing associated information with said qualifying action;

determining a condition for display of information associated with said outcome; and

providing a payment for receipt of said unlock code.

267.   (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform a step of:

receiving a redemption request.

268.   The system of claim 259, in which the instructions are further configured to direct the processor to perform a step of:

providing a benefit associated with an unlocked outcome.

269.   (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform at least one of the following:

receiving reimbursement for a benefit;

receiving payment for said indication of said qualifying action; and

receiving payment for said indication of said unlock code.

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270. (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform a step of:

verifying a proper unlocking of an outcome.

271. (NEW) The system of claim 259, wherein said providing an indication of said qualifying action comprises at least one of the following:

sending said indication of said qualifying action to at least one user device in communication with the processor; and

providing said indication of said qualifying action to at least one user.

272. (NEW) The system of claim 259, wherein said providing an indication of said unlock code comprises at least one of the following:

providing said indication of said unlock code to at least one user; and

sending said indication of said unlock code to at least one user device in communication with the processor.

273. (NEW) The system of claim 259, wherein said indication of an unlock code is received from a controller in communication with the processor.

274. (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform a step of:

associating an expiration date with at least one of said outcome, said unlock code, and said qualifying action.

275. (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform a step of:

invalidating at least one of said outcome, said unlock code, and said qualifying action.

276. (NEW) The system of claim 259, in which the instructions are further configured to direct the processor to perform a step of:

modifying at least one of said outcome, said unlock code, and said qualifying action.

277. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

receiving an indication of an outcome associated with at least one unlock code;

associating a qualifying action with said outcome;

providing an indication of said qualifying action; and

providing an indication of said outcome upon a completion of said qualifying action.

278. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

receiving an indication of an outcome;

receiving an indication of a qualifying action associated with an unlock code that can unlock said outcome;

receiving said unlock code;

unlocking said outcome; and

receiving an indication of a benefit associated with said outcome.

279. (NEW) The system of claim 278, in which the instructions are further configured to direct the processor to perform a step of:

providing an indication of a completion of said qualifying action.

280. (NEW) The system of claim 278, in which the instructions are further configured to direct the processor to perform a step of:

providing a redemption request associated with said outcome.

281. (NEW) The system of claim 278, in which the instructions are further configured to direct the processor to perform a step of:

providing information regarding behavior characteristics.

282. (NEW) The system of claim 278, in which the instructions are further configured to direct the processor to perform at least one of the following:

receiving information associated with said outcome;

receiving information associated with said unlock code;

receiving information associated with said qualifying action; and

receiving information associated with said benefit.

283. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

receiving an indication of an unlock code;

receiving an indication of a qualifying action associated with an outcome that can be unlocked by said unlock code;

receiving said outcome;

unlocking said outcome; and

receiving an indication of a benefit associated with said outcome.

284. (NEW) The system of claim 283, in which the instructions are further configured to direct the processor to perform a step of:

providing a redemption request associated with said outcome.

285. (NEW) The system of claim 283, in which the instructions are further configured to direct the processor to perform a step of:

providing an indication of a completion of said qualifying action.

286. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

receiving data representative of an unlock code;

receiving data representative of a qualifying action associated with an outcome that can be unlocked by said unlock code;

transmitting data representative of an indication of a completion of said qualifying action;

receiving data representative of said outcome;

unlocking said outcome; and

receiving data representative of a benefit associated with said outcome.

287. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

receiving data representative of an outcome;

receiving data representative of a qualifying action associated with an unlock code that can unlock said outcome;

transmitting data representative of an indication of a completion of said qualifying action;

receiving data representative of said unlock code;

unlocking said outcome; and

receiving data representative of a benefit associated with said outcome.

288. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

receiving an indication of at least one outcome;

receiving an indication of at least one qualifying action, said at least one qualifying action associated with at least one unlock code;

receiving at least one unlock code upon satisfying at least one of said at least one qualifying action;

using at least one unlock code to unlock at least one of said at least one outcome;

sending at least one redemption request upon unlocking of one at least one of said at least one outcome; and

receiving a benefit associated with an unlocked outcome.

289. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

receiving an indication of at least one outcome;

receiving an indication of at least one qualifying action, each of said at least one qualifying action associated with at least one unlock code;

receiving at least one unlock code upon satisfying at least one of said at least one qualifying actions;

unlocking at least one of said at least one outcome; and

receiving a benefit associated with an unlocked outcome.

290. (NEW) A system comprising:

a processor; and

a memory in communication with the processor, the memory storing instructions configured to direct the processor to perform steps of:

receiving an indication of at least one unlock code;

receiving an indication of at least one qualifying action, said at least one qualifying action associated with at least one outcome;

receiving at least one outcome upon satisfying at least one of said at least one qualifying actions;

unlocking at least one of said at least one outcome; and

receiving a benefit associated with an unlocked outcome.

291. (NEW) A method comprising:

generating a plurality of locked outcomes;

generating, for each of the plurality of locked outcomes, a respective unlock code capable of unlocking the locked outcome;

transmitting at least one of the plurality of locked outcomes to a device of a user;

transmitting at least one of the plurality of unlock codes to a merchant,

in which the user is not the same as the merchant; and

receiving, from the user, an indication of at least one of the at least one unlock codes transmitted to the merchant.

292. (NEW) The method of claim 291, further comprising:

selling the at least one of the plurality of unlock codes to the merchant.

293. (NEW) The method of claim 291, further comprising:

selling the at least one of the plurality of locked outcomes to the user.

294. (NEW) The method of claim 291, further comprising:

receiving an indication that at least one of the at least one locked outcomes transmitted to the device of the user has been unlocked.

295. (NEW) A method comprising:

purchasing a plurality of unlock codes, each unlock code being associated with an identifier that identifies a respective lottery outcome;

determining that a user has satisfied a qualifying action that is associated with a retailer;

receiving, by a device of the retailer from a device of a user, an identifier that identifies a lottery outcome that is locked;

determining an unlock code of the plurality of purchased unlock codes based on the received identifier that identifies the lottery outcome that is locked; and

providing the determined unlock code to the user.

296. (NEW) The method of claim 295, in which determining that the user has satisfied the qualifying action comprises:

determining that the user visited an establishment of the retailer.

297. (NEW) The method of claim 295, in which determining that the user has satisfied the qualifying action comprises:

determining that the user purchased a product from the retailer.

298.   (NEW) The method of claim 295, in which determining that the user has satisfied the qualifying action comprises:

receiving from the user an amount for a purchase that is not less than a predetermined amount.

299.   (NEW) The method of claim 295, in which the device of the retailer comprises a point-of-sale terminal.

300.   (NEW) A method comprising:

generating an outcome;

generating an unlock code capable of unlocking said outcome;

providing an indication of said outcome to at least one user device;

receiving payment for said indication of said unlock code;

providing an indication of said unlock code to an intermediary device in exchange for the payment; and

providing an indication of a benefit associated with said outcome.